

TIME

MIAT 8 1304

STAT

swers: the San Jose News and the San Jose Mercury. How did those papers get so far up on the lists? And where is San Jose anyway?

San Jose is in California, 60 miles down the bay from San Francisco, and the Mercury and News climbed so high* simply by being there at the right time.

Lebensraum. Neither San Jose nor its two newspapers were going anywhere in particular 15 years ago. The city seemed buffered from San Francisco by pastoral miles of Santa Clara County fruit trees, interspersed with canneries. Then the space age dawned in a thunder of rockets, and its artisans moved West in quest of *Lebensraum*.

Soon San Jose was transformed from a somnolent agricultural county seat into a hive of technical industry. Lockheed, IBM, Hewlett-Packard and United Aircraft all built big plants amid the plum trees. By last year Santa Clara County had surpassed San Francisco County in population, retail sales and annual payroll.

In 1952, prompted either by hunch or foresight, the Ridder newspaper group snapped up San Jose's dailies for what proved to be a bargain \$3.5 million. From humble origins, this chain has steadily lengthened over the years until it now spans the continent. It was founded in 1895 by Herman Ridder, who had bought the German-language New Yorker Staats-Zeitung.

NEWSPAPERS

A Plum in the Valley

The double-page ad in the New York Times posed two flat-footed questions: "What *Evening* Newspaper Leads the Nation in Total Advertising Linage?" and "What *Morning* Newspaper Ranks Sixth in the Nation in Total Advertising Linage?" Readers who scanned the tables printed below must have done a double take when they saw the an-

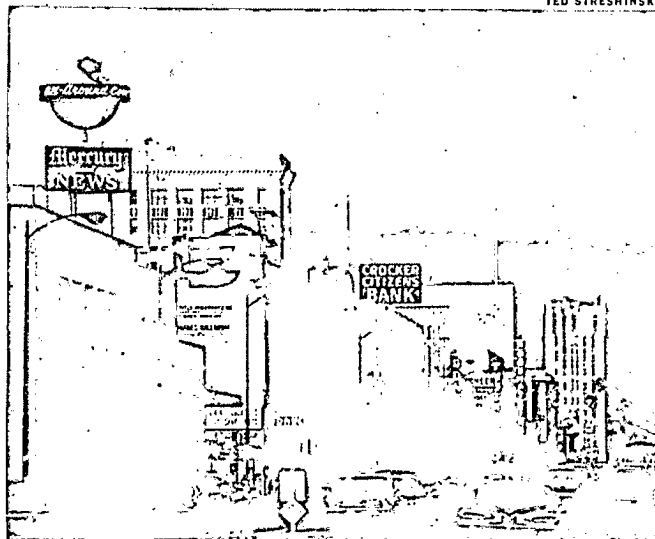
* The top ten in advertising lineage:

MORNING
Los Angeles Times
Miami Herald
Washington Post
Chicago Tribune
Phoenix Republic
San Jose Mercury
New Orleans Times-Picayune
New York Times
Orlando Sentinel
Cleveland Plain Dealer

EVENING
San Jose News
Phoenix Gazette
Fort Lauderdale News
Houston Chronicle
Milwaukee Journal
Montreal La Presse
Detroit News
Cleveland Press
Montreal Star
Toronto Star



JOSEPH RIDDER



MERCURY & NEWS PLANT IN DOWNTOWN SAN JOSE
Not newspapers, but catalogues.

Laissez Faire. Herman Ridder was less interested in earning a niche in journalism's record book than in providing newspapers for the profit of his male descendants. Today, there are 21 Ridders to work the chain, a figure that neatly corresponds with the number of Ridder newspapers. The papers vary in size from the Aberdeen, S. Dak., American-News (circ. 21,000) to the St. Paul Pioneer Press and Dispatch (227,000 combined). But they all have one thing in common: a Herman Ridder heir at the helm.

The Ridder in San Jose is Grandson Joseph B., 44, who went West after the acquisition, applied the laissez-faire Ridder formula, and still cannot quite believe in his luck. Like all Ridder newspapers, Joseph's pair are run as if the others did not exist. The last San Jose newspaper crusade petered out ten years ago, after the city built the new civic center that its two dailies had plumped for. By then the boom was well under way, and about all Grandson Joseph had to do was let it boom.

Daily circulation more than doubled, to 153,606. So did advertising. The time came when the groaning presses could handle no more, and the Mercury and the News reluctantly turned away ads. "We don't have newspapers here," says Circulation Manager Arvey Drown. "We've got catalogues."

Publisher Joe Ridder finds San Jose's growth enormously stimulating. "I've done everything to get the population here, and new industry too," he said last week, happily reflecting on the boom. As a journalist, he also feels challenged. What is his greatest problem? Joe Ridder knows the answer to that one. "Increase circulation," he says.